

Rep Order# 9796626 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 31439

Printed: 08/17/2012 11:28 AM
Last Received: 08/17/2012 11:19 AM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WWSB-TV SARASOTA, FL
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1617
Buyer Katie Keuleman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1617
Flight Dates 08/18/2012 - 08/31/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

OBAMA FOR AMERICA - SCHEDULE C *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

MG FOR LN 4 1X 8/25 SHOWN ON LN 5
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*4	SA	7P-730P	WHEEL OF FORTUNE	:30	\$400.00	08/18-08/18 08/25-08/25	1 0	1 1	1 0	\$400.00	
[MADE-GOOD BY LINE(S) 5] V5 Effective Dates Changed												
	*5	M-F	7A-9A	GMA	:30	\$400.00	08/20-08/24	1	1	1	\$400.00	
Sales Remark: V5 MG FOR LN 4 1X 8/25 [MKGD FOR SPOTS MISSED ON LN #4: 8/25(1/WK)] V5 Added												

---REPORT TOTALS---

Report Totals: 2 / \$800.00

---SALES MONTHLY TOTALS---

Aug 12: 13 / \$5,600.00
Sales Totals: 24 / \$10,400.00
Station Totals: 24 / \$10,400.00
Sep 12: 11 / \$4,800.00

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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$403,101

CABL 0%	UNKN 0%	WBSV 1%	WFLA 23%	WFTS 18%
WTOG 0%	WTSP 22%	WTTA 3%	WTVT 26%	WWSB 2%

Books null
Demos RA35+

Rep Order# 9796626 Ver# 1 Status New
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--- REMARKS ---

NEW OBAMA - SKED C ORDER
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	6P-630P	ABC 7 NEWS @ 6P	:30	\$800.00	08/20-08/31	1	2	2	\$1,600.00	
	2	M-F	7P-730P	WHEEL OF FORTUNE	:30	\$400.00	08/20-08/31	5	2	10	\$4,000.00	
	3	M-F	730P-8P	JEOPARDY	:30	\$400.00	08/20-08/31	5	2	10	\$4,000.00	
	4	SA	7P-730P	WHEEL OF FORTUNE	:30	\$400.00	08/18-08/25	1	2	2	\$800.00	

---REPORT TOTALS---

Report Totals: 24 / \$10,400.00

---SALES MONTHLY TOTALS---

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WTOG 0%	WTSP 22%	WTTA 3%	WTVT 26%	WWSB 2%

Books null
Demos RA35+

CONTRACT

WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

And:

GMMB
1010 WISCONSIN AVE NW
WASHINGTON, DC 20007

Contract / Revision 31439 /		Alt. Order # 09796626
Product 95/101/1617/OBAMA FOR AMERICA		
Contract Dates 08/18/12 - 08/31/12		Est. # 1617
Advertiser OBAMA FOR AMERICA		Original Date / Revision 08/17/12 / 08/17/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WWSB	Account Executive BRAD PHILLIPS	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 95	Product Code 101
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	08/20/12	08/31/12	ABC 7 News at 6p	6-630p		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MTWTF--				1	\$800.00			
		Week: 08/27/12	09/02/12	MTWTF--				1	\$800.00			
N 2	7	08/20/12	08/31/12	M-Sa 7-730p	WHEEL		:30			NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MTWTF--				5	\$400.00			
		Week: 08/27/12	09/02/12	MTWTF--				5	\$400.00			
N 3	7	08/20/12	08/31/12	M-Sa 730-8p	JEOPARDY		:30			NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MTWTF--				5	\$400.00			
		Week: 08/27/12	09/02/12	MTWTF--				5	\$400.00			
N 4	7	08/18/12	08/18/12	M-Sa 7-730p	WHEEL		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	-----S-				1	\$400.00			
N 5	7	08/25/12	08/25/12	NASCAR	7P-730P		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	-----S-				1	\$400.00			
Totals											24	\$10,400.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/26/12	13	\$5,600.00	\$4,760.00
08/27/12 -08/31/12	11	\$4,800.00	\$4,080.00
Totals	24	\$10,400.00	\$8,840.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.